

The FCC is Reviewing the Following Rules:

1. Newspaper/Broadcast Cross-Ownership Prohibition (1975)

Prevents broadcast TV companies from buying newspapers in the same communities in which they have TV stations and vice versa.

2. Local Radio Ownership (1941) Limits How Many Local Radio Stations One Broadcaster Can Own

Limits the number of local radio stations that any one broadcaster can own in a single market, depending on how many stations exist in that single market.

3. National TV Ownership (1941)

Limits the number of local broadcast stations that any one broadcaster can own to systems serving 35% of the TV households in the United States.

4. Local TV Multiple Ownership, aka "Duopoly rule" (1964)

Allows for the combination of two television stations in the same market, provided at least one of the duopoly stations is ranked below the top four stations and that at least eight independently owned and operating full power commercial and noncommercial television stations remain in that market after the combination.

5. Radio/TV Cross-Ownership Restriction (1970)

Prevents one company from owning both a radio station and a television station in the same market.

6. Dual Television Network Rule (1946)

Prevents one broadcast network from owning another broadcast network.

The FCC is taking electronic public comment at:

www.fcc.gov/ownership/

Resources about the FCC and Media Literacy:

Adbusters Magazine: www.adbusters.org

Alternative Radio: www.alternativeradio.org

Alliance for a Media Literate America: www.amlainfo.org

Center for Media Literacy: www.medialit.org

Center for Independent Public Broadcasting: www.cipbonline.org

Common Dreams News Center: www.commondreams.org

Fairness and Accuracy in Reporting (FAIR): www.fair.org

Seattle Independent Media Center (IMC): www.seattle.indymedia.org

Media Education Foundation: www.mediaed.org

New Mexico Media Literacy Project: www.nmmlp.org

Pacifica Radio: www.pacifica.org

Radio 4 All: www.radio4all.org

Reclaim the Media: www.reclaimthemedialit.org

Teen Futures Media Network: www.teenhealthandthemedialit.org

Brought to you by:

Seattle Alliance for Media Education (SAME)

(sponsor: Teen Futures Media Network, UW College of Education)
and Reclaim the Media

Contact SAME at mediaed@u.washington.edu, or (206) 543-9414

Reclaim the Media is on the web at <http://www.reclaimthemedialit.org>

Shaping the Media Landscape of Seattle

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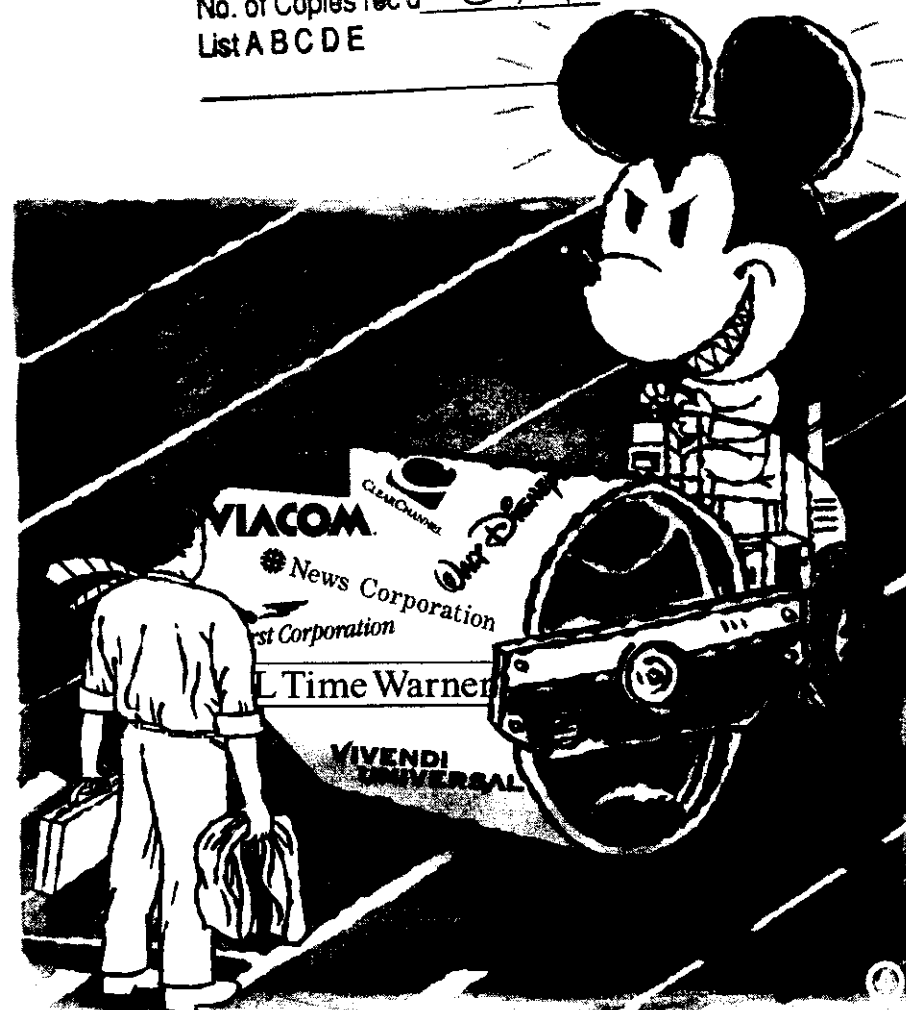
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FCC Hearing and Events Program
March 7, 2003
Federal Communications Commission
Office of the Secretary

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What Is Happening?

The Federal Communications Commission (FCC) is proposing changes that would deregulate media ownership limits in local markets. This would eventually lead to fewer media companies and thus a higher concentration of media control in the hands of a few large corporations. Today, the FCC is soliciting feedback from the Seattle community at large to hear what the community thinks about the proposed changes.

Why Should You Be Concerned?

What is the relationship between media and democracy?

Democracy relies on an informed, engaged population. John Dewey said the media should "interest the public in the public interest." Do you feel that the media you encounter every day, such as news, television, music, and advertising, can stimulate or inhibit your desire to engage in democracy? If you do not feel informed enough to participate in the democratic process, is your media failing you?

Who determines what is newsworthy?

Should news be a product that is sold to the consumers? Perhaps you have noticed that the kind of news that sells is not always the news that most concerns you, your family, or your community. Do you feel that celebrity weddings and stock updates are more essential than local events and politics? What about the "good news" in your community that doesn't get coverage because it does not sell?

Who tells the stories that define our culture?

Advertising dominates much of our cultural narrative. The ownership of media by a few corporations places consumer values above all others in our society's storytelling. Corporate media outlets emphasize ways to interact with ourselves, each other and our society through a consumer framework. SAME and Reclaim the Media are concerned about the implications of a dominant cultural narrative based on consumerism. Should our identities or our very lives be about what we buy? Shouldn't we all be worried about that?

Access to diverse perspectives

If we think of the owners of media as gatekeepers for the voices we encounter in the media, should we not worry about the interests of those gatekeepers? If their priority is to sell us products, where is the incentive to promote cultural, social, or economic diversity except where it supports the sale of products?

Access to local perspectives

We feel that the people who live in an area offer a more relevant perspective to that community than those who live far away. Isn't it important for citizens to have access to voices from their own communities in their media? Deregulation often leads to corporate buyouts of locally owned media. This means the DJs you hear on the radio may broadcast from a remote location, although the programming is engineered to sound as if it is local!

Today's Events:

FCC HEARINGS

Morning Panels - HUB auditorium

9:00 - 12:00: FCC commissioners Michael Copps and Jonathan Adelstein will hear panelists speak about the impact of media consolidation on News, Radio & the Music Industry, and Localism.

8:00 - 1:00: HUB Lawn events: Information, entertainment, and opportunities to take action. Write a postcard to your representatives and the FCC!

Afternoon Panels - Inside the HUB, room 106B (behind the HUB Info desk)

1:30 - 2:30: "The importance and role of independent and local media in the changing media landscape" moderated by Geov Parrish (Seattle Weekly) with panelists Kristen Walsh (KBCS), Nhein Nguyen (International Examiner), Adam Holdorf (Real Change), and Naomi Ishisaka (Colors NW Magazine).

2:45 - 3:45: "Networks in the Information Age" moderated by Sheri Herndon (Reclaim the Media/IMC) with panelists jonathan jay (MicroRadio.net), Amoshaun (Radio X), Sally Soriano (People for Fair Trade), Doug Schuler (former chair of Computer Professionals for Social Responsibility), and Lance Bennett (Professor of Communication/Political Science at the UW).

Tonight's Events:

THE FUTURE OF MEDIA: Action for Media Democracy FREE, ALL AGES: 7-10:30pm, Experience Music Project

7:00 - 10:30 pm: Come to the EMP the evening after the FCC hearing. File comments online, learn more about how media ownership issues affect our ability to make democracy work for our community and our society.

Featuring:

Chuck D and the Fine Arts Militia

FCC Commissioner **Jonathan Adelstein**

Hard Knock Radio host and Hip Hop journalist **Davey D**

US Representative **Jim McDermott**

Jenny Toomey of the Future of Music Coalition

Tactical Immersion Lab by Spaceboat

Media Action Zone

And more...